

Organ Plays at 9, 11 and 4.50
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9
Daylight-Saving Time

WANAMAKER'S

Store Closes at 5
Daylight-Saving Time

WANAMAKER'S

WEATHER
Probably Cloudy

Young Folk, Old Folk, All Folk Seem to Have Caught the Buoyant Spirit of Autumn and Are Eager for New Things to Wear—From Wanamaker's

The Generalship of Life Means Competency and Enterprise

Neither excellence of birth, early schooling nor cash, nor all those three great factors combined can rock the cradle to success without self-statesmanship, industry and unceasing application to work out a plan and purpose.

Heaven only helps those who help themselves.

[Signed]

John Wanamaker

September 15, 1922.

New and Pretty Tunics That Serve Two Purposes

One woman will slip a tunic over a silk princess slip and wear it as a frock. Another will use it simply as a blouse. Either way any of the new tunics would be charming. They are of dark silk crepes, often with side draperies and sleeves of Georgette. Or of satin-striped silk duvetyne caught on the hip with a metal clasp. Finer ones are of brocade or beaded Georgette. Just one or two of a kind, priced at \$16.50 to \$42.50. (Third Floor)

Bloomers and Middies for "Gym" Wear

Famous among girls' schools and colleges. Good materials, extra well made; every bloomer full pleated and made with double gusset and pocket. Bloomers of all-wool storm serge, black, navy, green, brown, \$4.50. Black wool-and-cotton bloomers, \$3.85. Blue or brown poplin bloomers, \$3. Black cotton bloomers, \$2.50. Middies of white jean, \$1.35 and \$1.30. Black ties, \$1 to \$1.85. (Third Floor)

Practical Underwear for Children

Sturdy little white nightgowns of muslin or nainsook are simply trimmed with tucks or embroidery edging. 4 to 16 year sizes, 66c to \$3.85. Drawers, edged with embroidery, 25c to 75c, 2 to 12 year sizes. Bloomers of crepe, nainsook and dotted mul, sizes 4 to 18, 65c to \$1.25. Princess slips of white nainsook, sixteen or striped voile, are in sizes 8 to 18 years at \$1 to \$2.75. (Third Floor)



The New Hat May Be Chosen Tomorrow at Small Cost

First thing one is apt to notice about a woman's appearance is her hat. Either the actual hat or the effect it has on her head.

For this reason clever women are more particular about the choice of a hat than almost any other article in their wardrobe. Tomorrow they will find in the Lower-Price Millinery Salons a fresh collection of attractive millinery in every new material of the season—felt, velvet, hat-ter's plush, ribbon, duvetyne, beaver—in every fashionable color and every approved shape. For \$10, \$12 and less, a pretty hat that may be put on and worn out at once may be chosen. (Second Floor)

New Knock-About Coats That All Women Need Start at \$27.50

A sturdy all-occasion coat that will stand rough weather and hard wear is a necessity in every woman's wardrobe. It's the coat to wear in storms, to slip over other clothes in the car, to wear to and from the golf course all Winter. These new homespun and diagonal tweeds are such coats. Cut like men's topcoats and as carefully made. They have raglan shoulders, notch collars, roomy pockets and inverted or box pleats in the backs. Lined through the shoulders and sleeves with silk serge or peau de cygne. In mist gray, Oxford, heather mixtures and rust browns—some with plaid backs. \$27.50, \$37.50 to \$47.50. (First Floor)

New Hats Bring New Veils to the Fore

Most recent to arrive are the large square veils designed to drape beguilingly over the small tricornes that Paris is sponsoring. In octagon mesh with deep borders, they are in black, navy, brown, taupe and black, touched with color. \$3.50 to \$6. Long "made veils" in new patterns, \$1.50 to \$2. (Main Floor)

Fascinating Silk Scarfs Arrive From Overseas

Interesting tubular silk scarfs in delightful colorings are just off the steamer. Especially charming are the quarter inch stripes in two contrasting colors running lengthwise of the scarfs. Equally pretty scarfs of pure silk are made on this side of the Atlantic and come in wonderfully effective colorings. \$15 to \$18.50. (Main Floor)

The Stick He Twirls on His Morning Stroll

is of Malacca wood, no doubt, if he be up with the crowd in fashion. Most likely it is just like the sticks here; in the natural finish many beautifully marked, some with silver or gold trimmings, some plain and all with the Prince of Wales handles. Such a stick costs only four or five or six dollars. (Main Floor)

Pullman Baby Carriages—Floor Samples, One-Third Less

Slightly shopworn, but for all practical purposes as good as the day they left the factory, not one being damaged in any real sense. All of genuine reed, no fiber being used. Some have wood bodies, some wood and reed bodies, and all have reversible gears. Choice of white, gray, natural, cream, blue and maroon. Prices, \$21.50 to \$45.25. (Seventh Floor)

Last Day of the Dahlia Show Tomorrow University Hall Eighth Floor

By far the best exhibition of dahlias that we have ever had, presenting more than two hundred and fifty distinct varieties, twenty-five of which are shown for the first time. Cactus, ball, pompon, single, century, collarette and gorgeous decorative types are shown in profusion. Mr. L. K. Peacock will give at 2:30 tomorrow his last illustrated lecture on dahlia culture and afterwards will be glad to answer questions. Fresh cut dahlias, 75c, \$1 and \$1.25 dozen. (Eighth Floor)

100 New All-Wool Blankets, \$8.50 a Pair

Plaid designs in gray, tan, pink and blue on white grounds. All have wide bindings of soule-ette and are in the small double-bed size. The price is little above the prevailing cost. (Sixth Floor)

Boys Have a Happy Habit of "Hanging on Nails"

or letting the whole crowd can't "down 'em" in a spontaneous football scrimmage. So the clothes a boy wears must be built to stand the tugs and pulls of all the sport he likes. With it all, they must be smart, good clothes just like a "regular fellow" would wear. Most likely in a sports model with belt all around and inverted or box pleats in the back—certainly of tweed, and the lighter the better. In a word, just the suits that are at Wanamaker's—made as good as expert tailoring can make anything and priced as little as \$12, while the most expensive of all is \$28 and there is great choosing at \$12.50, \$15 and \$18. (Third Floor)

American Lady and Madame Lyra Corsets

Excellent domestic corsets with a host of admirers among women who appreciate a well-made corset at a low price. The new models include both giraffe and corsets in broche, coutil and elastic, for all figures. Priced \$2 to \$7. (Third Floor)

Smartest New Black Slippers, \$11 to \$12.50

Black silk brocade, with one instep strap, low Spanish heel, and rather rounded toe. \$12 a pair. Black suede with low French heel, cut-outwork at sides, and one instep strap, \$11. Black satin with rather narrow toe and two-inch Louis heel, or rounder toe and low Louis heel; each with instep strap. \$12.50 a pair. (First Floor)

Fudge Covered With Chopped Nuts

is a specialty for Saturday. Of rich chocolate or creamy maple, thickly covered with pecans or walnuts, it's a candy that everybody likes. 60c the pound. Chocolate straws, fresh and shining, 70c the pound. (Down Stairs Store, Chestnut)

Women's Afternoon Dresses of Surprising Quality for \$25

Nowadays women expect to get pretty frocks for \$25, but here is a group of such uncommon goodness that they will surprise even the experienced and wide-ranging shopper. Canton crepe, crepe de chine and Georgette are the fabrics—not cheap and flimsy grades, but excellent quality. They are charmingly fashioned in a number of carefully chosen styles that could not be better if the gowns cost twice as much. (First Floor)

Here Are the Right School Clothes for Girls and Young Women!

Everything in the world they need, you'll think when you see the pretty frocks, the snug coats and the smart little suits. Materials are Wanamaker quality and prices are lower than they have been in years.

Girls' Coats, \$12.50 to \$28.50
Heavy wool coatings in brown, reindeer and Sorrento blue, smartly tailored, at \$12.50. Coats with throw scarfs, wool fringed, \$14.50. Tailored sports coats of herringbone tweeds and coats with fur collars, \$16.50. Chinchilla coats in tan, brown or navy, wool lined, at \$28.50. All in 8 to 14 year sizes. Excellent coats for girls of 15 to 17 are of Bolivia in dark colors, \$15 to \$35. A charming fur-lined coat with an opossum collar, \$78.

Young Women's Coats, \$37.50
A coat of soft tan coating with a percentage of camel's hair, is cut on sports lining and lined throughout. A Bolivia coat, without trimming, is silk lined throughout and comes in brown, navy and black.

Young Women's New Dresses \$25, \$28 and \$37.50
Canton crepes and crepes de chine are delightfully used in simple draped dresses, showing the fashionable side draperies and flying panels. In brown, navy and black. (Second Floor)



Navy blue cloth dresses are of Point twill. A charming frock at \$28 has a long bodice studded with tiny crystal beads and, at the side, a long tassel made of silvery beads. 14 to 20 year sizes.

New Suits With Fur Collars
Fashionable tweeds in gray or brown show a block plaid in soft colorings. Plain velour suits are in brown, navy or Hawaiian blue. Both types have nutria collars and are in sizes 14 to 20 at \$48. (Second Floor)

Women's Gloves at Special Prices

Imported chamois lisle gloves in strap-wrist style at 75c a pair; and in 16-button length at \$1. Black, white, gray, mode, beaver. Capeskin gauntlets in white, tan or brown, with cuffs of contrasting color, \$1.75 a pair. (West Aisle)

Girls' Linen Handkerchiefs, 12/2c

Plain white linen, hemstitched, at 12 1/2c each or \$1.28 a dozen. The full name marked on them with indelible ink for 36c a dozen extra. White linen initial handkerchiefs, 52 a dozen. (West Aisle)

Style Doesn't Cost a Nickel in the New Fall Hats

And yet there's not a shape, nor a "tone" nor anything else in felt hats that has the wise men talking this Fall, but what is found in the hats at Wanamaker's. Better still, no matter what a man planned to pay for a felt hat—the best one at the price is here. \$2.50, \$3, \$4, \$5 and \$6 are the popular prices. And the model and color will be becoming. (Main Floor)



Men's Fall Suits Leave Off About Where They Used to Start IN THE MATTER OF PRICE

Pick out the best suit in the whole stock—the best that the best maker the whole land over can turn out—and the price is only \$55. Or, in a few rare cases, \$60. Two years or so ago that was about the lowest price for which a dependably good suit could be bought. A suit that would wear and look like a suit as long as the cloth held together. But now a man can get a mighty good suit for as little as \$25. And it is just as good as the lowest-priced good suit used to be. Quality for quality, clothing is better now. Better fabrics, better tailoring, better workmanship throughout. But the highest and the lowest prices by no means tell the story of the remarkable selection offered by the Wanamaker Clothing Store. Thousands of suits, in every model, every style that a well-dressed man would wear, and in every size are priced \$35, \$40 and \$45. Here, after all, is the business man's selection. (Third Floor)

The Plain White Shirt's the One That Young Men Are Picking Out

Half a dozen military schools and academies have designated it as part of their uniform; college men and business men are wearing it everywhere and they are coming to Wanamaker's for it. Better shirts, they say. Of durable and neat as a shirt could be. And the price is only \$2.75. (Main Floor)

Some How or Other Odd Soles Got on the Men's New Brogues

Black shoes, neat ones too, while the soles are unfinished, which means a sort of a tan color. It's surprising what a smart contrast it makes. In other ways the brogues are just comfortable and good. Of (Main Floor)

The Air's Just Full of the Smack of a Punted Football

It's in the blood, and young fellows can't stop themselves—just as soon as the snap starts back in the air football's the game they play. Things that are needed to play the game safely and well are all lined up at Wanamaker's. Football pants, \$2.25 to \$6. Football shoes, \$6 to \$10. Footballs, \$2 to \$9. Head Guards, \$2.50 to \$9. Shoulder Pads, \$2.25 to \$11. Hip Pads, \$2.25 to \$3.50. Jerseys, \$3.50. Stockings, \$1.25. Sweaters, \$6.50 to \$13.50. (The Gallery)

Wanamaker Aluminum Ware Is the Best to Be Had—Specially Priced for September

Ordinary aluminum ware is pressed while the metal is hot and thousands of more or less flimsy articles can be turned out in a short time. And they'll last a short time.

Wanamaker aluminum ware is stamped from cold rolled metal and five processes are necessary for the completion of a single article. Only the thickest, strongest metal is used and it will far outwear the thinner, more hastily manufactured goods.

Complete assortments of this high-grade aluminum ware for full kitchen equipment are here and in each article the same high standard of excellence is maintained.

Special During September

Tea kettles, five quart, \$3.35. (Fourth Floor)

Double boilers, two quart, \$2.15. Strainer-covered kettles, four quart, \$1.70. Coffee pots, two quart, \$1.90. Windsor kettles, four quart, \$1.70. Berlin saucepans, three quart, \$1.25. Lipped saucepans, two quart, 60c. (Fourth Floor)

The Lamp Sale—Bright With Attractions

Here are just two out of hundreds of bright, beaming opportunities: English Bretby vases, mounted in royal blue, copper and other shades and finished in gold, \$6.75. Iron floor lamps with adjustable bridge arms, finished in gold-and-black and silver-and-black, \$33 to \$50. Shades extra. (Fourth Floor)

American Dinner Sets of 106 Pieces at \$15 Are a September Sale Feature

It is just such offerings that are making the September China Sale the most remarkable ever. The sets are in three decorations, including a gold band, and all have gold edges and gold-traced handles. Price, \$15 for a set of 106 pieces, or a little more than half.

Mixing-bowl sets of earthenware. Glass mixing-bowl sets in five, six, or old-fashioned yellow ware, in a new seven, eight and nine inch sizes, \$1 for and improved shape and in six, seven, the set of five pieces. eight, nine and ten inch sizes now. Glass spoons, with hollow stems and priced at \$1.50 for a set of five pieces. colored bowls, 25c a dozen. (Fourth Floor)